

PHILIP MORRIS INTERNATIONAL INC.

INTER-OFFICE CORRESPONDENCE

800 WESTCHESTER AVENUE, RYE BROOK, NEW YORK 10573-1301

TO: Distribution
FROM: Darienne L. Dennis
SUBJECT: CANADIAN AD BAN -- FOLLOW UP

DATE: July 30, 1991

*** NOT FOR EXTERNAL USE ***

Fle
This is background information.

If your markets want to use any of this, it must -- repeat, MUST -- be cleared with me at PMI headquarters, Rye Brook, as well as by PM Regional Counsel at your headquarters.

Here is a summary of certain of the key findings of the Quebec Superior Court judgment of Friday, July 26, 1991 in which the Canadian Tobacco Products Control Act was invalidated.

(The summary was prepared by Eugene Peck of Shook, Hardy & Bacon.)

* * * * *

Also attached are additional news articles on the issue.

Cordial regards.

2044119785

DISTRIBUTION LIST:

PM CORPORATE/BRUSSELS

Michael Horst
Ian Sargeant
Paul Maglione
Gerard Wirz
Mark Transon
Alfredo Filippone
Reudiger May
F. Costa Sanseverino
Claire Marchand
Michael Parsons

PM/DUBAI (GCC)

Bisharah Baroudi

PM AB/SWEDEN

Hampe Mobarg

PM/ASIA

Don Harris
Jan Goodheart
Roger Whidden

PM/TURKEY

Cahit Duzel
Erhan Key

PM/IBERIA

Carlos Rodriguez
Oscar Garcia Siso

SCR ASSOCIATI/ITALY

Toni Muzi Falconi
(39) 2 87 38 28

PM/HELLAS

Simon Langelier
Thalis Coutoupis

PM/BELGIUM

Bernard Kubicki
Paul Broeckx

PM/EEC

Walter Thoma
Denys Pouliot
Hugh Brass

FTR/NEUCHATEL

Raymond Pantet
Ulrich Crettaz
Jean-Pierre Paschould
Marinette Clark
(21) 265 683

PM/AUSTRALIA

Phil Francis
Ronniel Milliken

PM/SWEDEN

Johan Puotila
Ingemo Bonnier

RBH/CANADA

John McDonald

CONRAD LANGAARD/NORWAY

Truls Johansen
(47) 2 32 50 33

PMI/LATIN AMERICA

Cesar Rodriguez
Aurora Gonzalez

PM/EEMA

Andreas Gembler
Stig Carlson
Philippe Grandjean
George Nassif
George Pantos
Jean Besques
Eva Montgomery
Andrew White
Richard Reavey
Frederick Dulles

PM/HOLLAND

Henk van Roode

PM/GERMANY

Thorisman Wolff
Udo Wolff

PM/FINLAND

Kalle Soikkanen
Kaarina Nuortie
(358) 0 255 627

PM/FRANCE

Alain Fernandez
Frank Farnel

PM/JAPAN

Hiko Yokota
Michiko Egawa
C. D. Gatenby

204415786

PMI CORPORATE AFFAIRS STAFF

Francisco Moreno
Matthew Winokur
Wendy Burrell
Robert Kaplan
Aurora Gonzalez
Sunaina Virendra
Patricia Tricorache
Sylvia Roepke

PMI LEGAL

Bradley Brooks
Andre Reiman
Owen C. Smith

KGF INTERNATIONAL

Cynthia von Maerestetten

PMI EXECUTIVES

Geoffrey Bible
Aleardo Buzzi
Dinyar Devitre
Thomas Kearns
John Kramer
Peter Schreer
Larry Gates
Lee Pollak

PM COMPANIES

Murray H. Bring
William Campbell
David Dangoor
Marc S. Goldberg
David Greenberg
George Knox
Gary L. Long
R. William Murray
John Nelson
Eugene S. Peck
Charles R. Wall
Alice McGillion
David Laufer

2044115787